

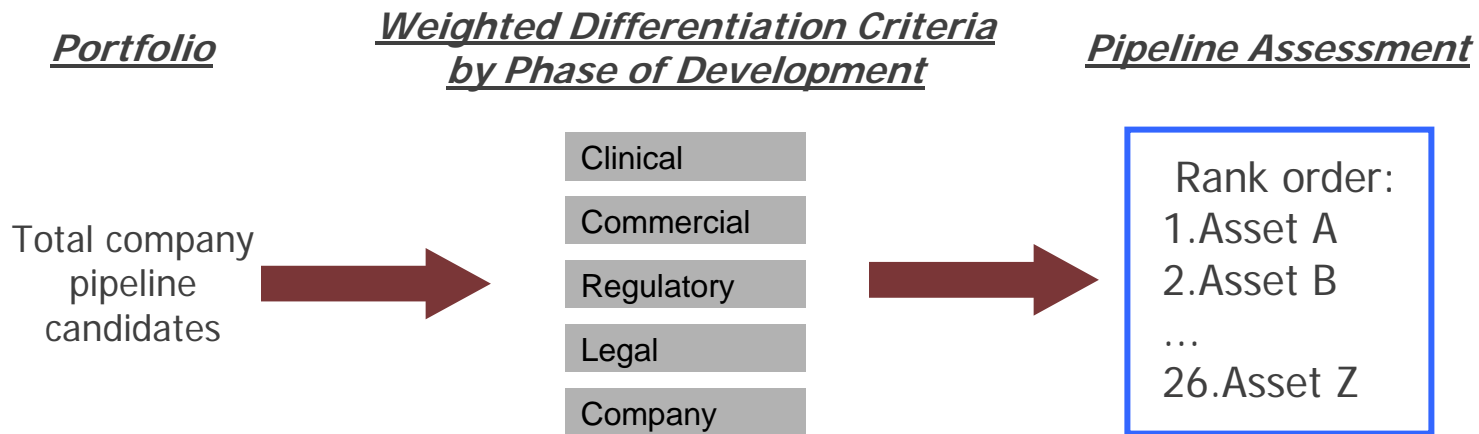
# Case Example: Portfolio Process and Prioritization

## Situation

- A large pharmaceutical company had developed several pipeline candidates (20+) in oncology and needed to prioritize resource allocation for development. These assets spanned a wide range of clinical development, mechanisms of action and target indications.

## Approach

- Working closely with internal R&D and commercial teams, Trinity created a portfolio prioritization tool that identified weighted differentiation criteria at each stage of development. Leveraging this platform evaluation tool, we then scored each pipeline asset on clinical, commercial, regulatory, legal and company factors. The end product was a uniformly executed assessment of the clients' entire oncology pipeline.



## Result

- This rank-ordered portfolio assessment empowered senior management to make appropriate resource allocation decisions as well as identify potential portfolio gaps. By working closely with internal personnel, Trinity was able to facilitate buy-in from the disparate teams responsible for product development. Our process was essential to focus a large set of assets down to our client's best opportunities.